



WFLX

ORDER

Print Date 08/14/12 Page 1 of 2

Flight Dates 08/14/12-08/20/12

Contract / Revision 807268 /
 Original Date / Revision
 08/09/12 08/14/12

Advertiser DCCC-Murphy

Agency Fortune Media

Buying Contact

527 Avenue B
 Redondo Beach, CA 90277

Product
 DCCC/Friends of Patrick Murphy (3

Agency Com 15%

Billing Contact

527 Avenue B
 Redondo Beach, CA 90277

Sales Office H-LA

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 369

Alt Order # 06271428

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL810

Priority P15

Advertiser Ref

Primary Account Executive
 Lynda Turner

Account Executive	Order%	Start Date	End Date
Lynda Turner	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	7	\$1,083.75	\$1,275.00	0.00	07/30/12	08/20/12	7	\$1,083.75	\$1,275.00
Totals	7	\$1,083.75	\$1,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	08/14/12	08/20/12	WENDY WENDY WILLIAMS	Comm	1-2P	MTWTF--	:30	2	\$75.00	P 2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	MTWTF--		2		\$75.00		0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		2	WFLX	08/14/12-08/20/12		WENDY		1-2P		MTWThF----	:30	(\$75.00)	0.00	NM	
				See MG 1.3											
				[Client Request] te											
		3	WFLX	08/20/12-08/20/12		WENDY		1-2P		M-----	:30	\$75.00	0.00	NM	
				Ⓜ MG for 1.2 08/14											
E 2	WFLX	08/14/12	08/20/12		Comm	3-4P	MTWTF--	:30	1	\$75.00	P 2	0.00	NM	1	\$75.00

Contract / Revision 807268 Flight Dates 08/14/12-08/20/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/14/12

Order Sep 00:15:00

Advertiser DCCC-Murphy

Product DCCC/Friends of Patrick MuEstimate # 369

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount		
				AMERICA NOW 3-4P												
				AMERICA NOW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--		1		\$75.00		0.00						
E 5	WFLX	08/18/12	08/18/12	BIG BANG THEORY	Comm	7-8P	-----1-	:30	1	\$130.00	P 2	0.00	NM	1	\$130.00	
				BIG BANG THEORY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----1-		1		\$130.00		0.00						
E 6	WFLX	08/19/12	08/19/12	TMZ (12A SU)	Comm	12-1A	-----1	:30	1	\$50.00	P 2	0.00	NM	1	\$50.00	
				TMZ (12A SU)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----1		1		\$50.00		0.00						
N 7	WFLX	08/14/12	08/17/12	BIG BANG THEORY	Comm	730-8P	-TWTF--	:30	2	\$435.00	P 1	0.00	NM	2	\$870.00	
				BIG BANG THEORY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--		2		\$435.00		0.00						
													Totals	7	\$1,275.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLX-TV West Palm

Date:

8/10/12

I, ONDINE FORTUNEbeing/on behalf of: PATRICIA MURPHY, a legallyqualified candidate of the DEMOCRATIC politicalparty for the office of: CONGRESSin the PRIMARYelection to be held on: AUGUST 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

WFLX# 807268

Total Charges:

1083.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DCCC and Friends of Patrick J. Murphy

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Murphy

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

8/10/12
Date

Indie Justice
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Goode
Signature

John Haslam
Printed Name

GM
Title

**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX-TV / West Palm Beach
FROM:	Lynda Turner	REP OFFICE:	Los Angeles

REQUEST RECEIVED FROM

DATE: Jul09'12

BUYER:	Ondine Fortune
AGENCY:	Fortune Media
ADDRESS:	427 Avenue B, Redondo Beach, CA. 90277
PHONE #:	310-543-1874
FAX #:	310-686-1035
OTHER:	310-686-1035 cell

AVAILS FOR

COMMITTEE:	DCCC / Friends of Patrick Murphy
CPMGN MGR.	
TREASURER:	Patrick Murphy
ADDRESS:	11380 Prosperity Farms Road, Suite 209A Palm Beach Gardens, FL 33410
PHONE #:	561-847-4105
FAX #:	
OTHER:	

FOR

ISSUE:
OFFICE:
PARTY:

DAYPARTS:	all
SCHEDULE DATES:	Jul31-Aug13; Oct22-Nov06
COMMERICAL LENGTH:	:30
PROGRAMS:	all
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	